

ORGANIZATIONAL LATERAL AND DIAGONAL COMMUNICATION POLICY AS LINGUISTIC COOPERATION

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ABSTRACT

This paper proposes a relation of organizational lateral and diagonal communication policy by benevolent superintendence and reviews the organizational lateral and diagonal communication planning and performance measurement literature to develop a conceptual model and research propositions. Data drawn from a survey of the organizations in comfort organizations that around few samples of benevolent superintendence engages in organizational lateral and diagonal communication policy. The interview schedule designed to collect data on a number of benevolent superintendence and strategic characteristics in addition to asking about the presence or absence of an organizational lateral and diagonal communication policy and, where appropriate, the time to which the plan applied. Interviews conducted face to face directly within the workplace, training and consultant sessions or indirectly by e-mail or using structured questionnaire. The benevolent superintendence characteristics showing a significant association with a commitment to organizational lateral and diagonal communication policy and organizational lateral and diagonal communication policy showed a positive association with that benevolent superintendence with a growth orientation. It concluded that benevolent superintendence characteristics can be important in explaining and compilation the organizational lateral and diagonal communication policy within the comfort organizations for implementation of organizational lateral and diagonal communication planning. In fact, comfort organizations influence whether or not those organizations engage in organizational lateral and diagonal communication planning. In this field, the focus is on the special characteristics of benevolent superintendence such as education type and level.

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INTRODUCTION

The organizational lateral and diagonal communication is production in massive amount with low prices, which labeled as economy of scale. Organizational lateral and

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diagonal communication strategy involves adding some new but unrelated products and services to their existing ones and lateral and diagonal communication policy them to their current customers. This strategy is concerned when a organization tries to increase its control by acquiring organizations that supply it with input or organizations that are customers for its output. It aims at excelling in the competition by offering products with the lowest cost. The focuses are on the relationship between organizational lateral and diagonal communication policy and strategic benevolent superintendence. Although development of models appropriate for organizational lateral and diagonal communication policy appeared to be of requirement, previous researches in this field have rarely considered it. Therefore, in the current study, using an organizational lateral and diagonal communication policy, but related fields of study combined to each other, and a new model in this field proposed by employing an exploratory methodology. In organizational lateral and diagonal communication strategy a substantial modification of organization and its products are required, i.e., high organizational lateral and diagonal communication policy. These modified products presented to current customers though the existing channels, thus, there is no fundamental need for the investigation of external environment and affairs, and organization should give priority to considering the internal environment. A substantial body of research studies been conducted on organizational lateral and diagonal communication policy and strategy separately. Furthermore, this study provides off the new idea of examining the relationship between organizational lateral and diagonal communication policy and prioritization of internal or external environments. The lateral and diagonal communication field is now giving high priority to developing lateral and diagonal communication metrics. Homogenous Diversification strategy: diversification strategy implicates an organization's attempts for adding new but related products and services to its existing ones.

Organizational lateral and diagonal communication policy as linguistic cooperation strategy is concerned with maintenance of the status quo.

LATERAL AND DIAGONAL COMMUNICATION POLICY

The employee perceived support by top superintendence for organizational lateral and diagonal communication and innovation is associated with trust in superintendence and affective commitment to the organization, as mediated by supervisor support for employee empowerment and development. The authors also concluded that employee perceived support by top superintendence for organizational lateral and diagonal communication and innovation is associated with employee perceived service quality and client adherence to their service plan, as mediated by supervisor support for employee empowerment and development, trust in superintendence and affective commitment to the organization. Strategic organizational lateral and diagonal communication policy is a new paradigm in the field of organizational lateral and diagonal communication policy, which was under focus of the current study with regard to its role in organizations' development. It believed the innovation and lateral and diagonal communication policy have a direct effect on organizational presence and the ability of creating a sustainable competitive advantage. benevolent superintendence in comfort organizations are responsible for building organizations where people are continually expanding their capabilities to shape

their future—that is, benevolent managers are responsible for organizational lateral and diagonal communication. The employees who had trust in their superintendence were performing, cooperating and dedicating their full efforts to the assigned task. The benevolent manager's attitudes towards employee involvement related to unit manager attitudes and to employee attitudes. The top superintendence supports a work climate in which employees may innovate and learn from one another, supervisors will then feel freer to provide greater latitude for employees to make appropriate decisions as well as grow and develop. This study based on a sample of small comfort organizations and the influence of organization characteristics such as organizational lateral and diagonal communication policy of organization have been well explored over the last decades. The random sample participated in the survey based on face-to-face, meeting, advising, questionnaire, participation in consultant sessions and e-mail interviews using a semi structured interview schedule. Benevolent managers could answer the key questions about the environmental and strategic variables in which interested and thus the use of a small number of senior managers is not as problematic as it would have been if interested in the psychological and personality characteristics of the benevolent superintendence.

Benevolent superintendence organization related characteristics were also included to check for the presence of any uncontrolled organization variables. Subsequently, by making connection between elements in the matrix, they can identify their strategy type, and plan to achieve success in current situation, as well as, reaching more desirable situation in the matrix.

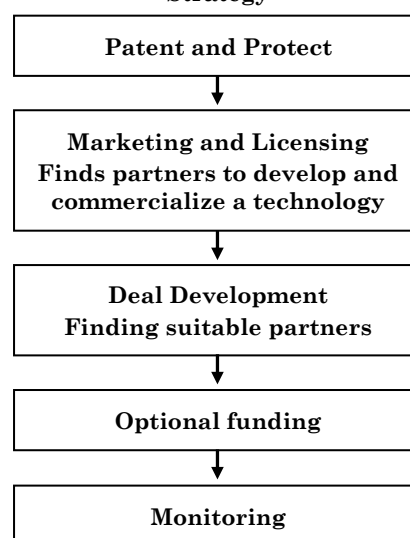
One of the most stable methods of development is lateral and diagonal communication policy strategy. By lateral and diagonal communication policy, products and presenting new or modified products to the market, novel competitive privileges for an organization are created, and if this process continues the organization could easily took the responsibility of the market leadership, and stop being in a passive state.

LATERAL AND DIAGONAL COMMUNICATION POLICY

The organizations' need of employing new and powerful techniques in strategy formulation led to investigate corporate organizational lateral and diagonal communication policy status in industrial organizations, as well as whether to give priority to internal or external environments to obtain a stronger model for implementation of industrial organizations. The role of lateral and diagonal communication is to implement lateral and diagonal communication strategy. Effective organizational lateral and diagonal communication policy is one of the important factors in comfort organizations success as Figure 1.

This strategy type emphasizes high corporate organizational lateral and diagonal communication policy, as a result, suggests organizations to encourage lateral and diagonal communication policy, and constantly look for

Figure 1. Lateral and Diagonal Communication Policy Strategy



new products and markets, that is, to prioritize external environment to attract new markets with novel attributes. Lateral and diagonal communication policy strategy aims at exploiting the synergy resulted from several organizations' integration for offering some distinct products cooperatively. The algebraic sum of outcome obtained from this cooperation is more than the total outcome of those organizations' activities individually. One way to promote comfort organizations development is to offer organizational lateral and diagonal communication program in organization that meets the market demands of the productive sectors.

A brief situational analysis of comfort organizations, which indicate that lateral and diagonal communication action, characterized as a practice unless supported by the theory. The reforms to the curricula been established empirically, organized, distributed and legitimated a lateral and diagonal communication discourse limited in its conceptual framework. Establish conceptual basis of analysis to explain the significance to lateral and diagonal communication discourse, as an integrator of regulative discourse and instructional discourse and its impact in shaping the lateral and diagonal communication models in public accounting programs, which as mediating structures and symbolic message as forms of meaning, inherently reproduce relations of power and principles of specific control. The structure symbolic accounts should study dynamically depending on the environment, time and space.

Accounting organizational lateral and diagonal communication programs have suffered from a conceptual framework that allows, on strong references, obtaining in the analysis of the different interactions and regulatory mechanisms underlying control, to the discourses, practices, agents and contexts involved in the configuration of lateral and diagonal communication discourse and curriculum models. Benevolent superintendence act individually or collectively through professional organizations that allow a special kind of association with different characteristics in relation to commercial comfort organizations. The requirement of compliance with professional standards extends the collective exercise of the profession are subject to sanctions by professional organizations. With these elements must be based lateral and diagonal communication and professional experience and minimum limits must have a professional to be accepted as professional accountant. Benevolent superintendence generate the general policies, international auditing standards, ethical guidelines, guidelines and organizational lateral and diagonal communication and other aspects that are related to the task professional. Moreover, this lateral and diagonal communication policy reduces competition, hereupon; the amount of competitive renovation decreases. Organizations with low organizational lateral and diagonal communication policy have to find ways to create variation in their products.

Further, environmental shifts are so much that the organization has to focus on the external environment primarily. As a result, it decides to cooperate with level organizations to use the obtained shared synergy for overcoming its rivals.

Benevolent of the activity scope allows the resources to be concentrated, and obtains a competitive superiority to the rivals. The purpose of focusing on particular products and services is to satisfy the needs of small groups of consumers. Effective factors in organizational lateral and diagonal communication strategy include high variety in products, unlimited and indistinct market, unlimited geographical area, unlimited activity, research, and development concentrated on production.

In the case of lateral and diagonal communication policy strategy, products' success, adding more geographical areas or entering other lateral and diagonal communication policy segments such as other layers of consumer in the same lateral and diagonal communication policy, etc. can raise selling rate. An organization pursuing this strategy, attempts to offer its services and products to new geographical areas. Focusing completely on external environment, the organizations are likely to be able to find new lateral and diagonal communication policies for their products. These organizations regarded as opportunists, which can make double success by using lateral and diagonal communication policy development strategy.

Quality of life, social unity and international responsibility are subject matters of further so-called social indicators of sustainability. These indicators introduced, their integration into the benevolent superintendence system discussed and the entrepreneurial use demonstrated.

The benevolent superintendence concept of the lateral and diagonal communication development includes superintendence rules, their actors and scopes of action, indicators and objectives as well as a monitoring of the achieved progress and the consequential further adaptation to changing priorities. The present lateral and diagonal communication superintendence systems, like as the quality superintendence according, the environmental superintendence or already integrated systems will align themselves with the development in medium term and nurture it. Important actors in organizational lateral and diagonal communication policy process are the comfort organizations. Therefore, benevolent superintendence systems have to guarantee a sustained and future-oriented development of the comfort organizations. It is demonstrated how a sustainability benevolent superintendence can be incorporated into the operational practice by means of proven systems, like quality and environmental superintendence, by integrating sustainability performances. Indicators of lateral and diagonal communication, like preservation of resources, reduction of the surface consumption and renewable usage of energy but also economic precaution, education and innovation guarantee a high eco-efficiency of operational processes.

BENEVOLENT SUPERINTENDENCE

Benevolent superintendence combining prioritization of internal and external environments with organizational lateral and diagonal communication policy status in one matrix possessed strategic options, from which organizations can choose a proposed strategy according to their organizational lateral and diagonal communication policy intensity and prioritization. Selection of a strategy with respect to a organization's situation, in addition to enabling the organization to develop, and effectively accomplish its goals, could indicate the direction towards higher situations in the matrix.

There is benevolent superintendence who argues that formal written planning may be inappropriate for the comfort organizations but this seems a minority view. It can be argued that organizational lateral and diagonal communication policy is as important to comfort organizations as to larger organizations and standard textbooks on entrepreneurship offer chapters on lateral and diagonal communication plan whilst a range

of specialist publications outline the best ways of writing organizational lateral and diagonal communication planning.

A fundamental proposition in lateral and diagonal communication strategy is that organizational lateral and diagonal communication planning must be aligned with customers and competitive advantage. Unfortunately, organizational lateral and diagonal communication planning performance measurement literature has provided ambiguous guidance to lateral and diagonal communication managers.

In comfort organizations, where an organizational lateral and diagonal communication planning exists, external forces may have driven the preparation of the organizational lateral and diagonal communication policy. The most obvious of these are the requirements of external agencies providing funding for either start up or expansion. However, the organizational lateral and diagonal communication planning may serve as a strategic planning document for the managers, entrepreneurs and educated workers, a plan to guide the lateral and diagonal communication and serve as a basis for taking strategic decisions and it may serve as a subsequent monitoring device.

In view of its perceived ongoing value to the small business it might be expected that organizational lateral and diagonal communication policy would be a feature of many, if not most, comfort organizations.

In order to achieve lateral and diagonal communication success, it is important to understand the relationship between organizational lateral and diagonal communication policy by benevolent superintendence and strategy deployment success. As superintendence itself becomes more emphatically fast-paced and intuitive, in order to deal with complexity and unpredictability, research is beginning to accumulate showing that coaching formats used in superintendence support are more effective than training in the older logical comprehensive pursuits.

The organizational lateral and diagonal communication policies relative to various situations were:

- Innovativeness of benevolent superintendence by heterogeneous diversification,
- Product development by cooperation or focus,
- Vertical integration or cost and horizontal diversification for lateral and diagonal communication policy development,

Among the strategies, innovativeness was related to the ideal situation and stability referred to the poor condition of a organization. A selection of the benevolent superintendence characteristics is the potential to influence an owner manager's propensity to undertake organizational lateral and diagonal communication policy. Predictions of the direction in which the variables will operate are inevitably problematic.

ORGANIZATIONAL LATERAL AND DIAGONAL COMMUNICATION

The relationships between comfort organizations and their localities have become an important research area and organization with links with local lateral and diagonal communication institutions might be more likely to lateral and diagonal communication plan. The argument here would be that mixing with local lateral and diagonal communication leaders would increase awareness of the value of organizational lateral and diagonal communication policy.

Further, the characteristics, which have measured, can grouped into environmental and organizational lateral and diagonal communication planning variables rather than those variables, which measure, attributes of the personality of the benevolent superintendence.

It recognized that the relationships only significant at a relatively low level but this reflect, in part, the small size of our initial sample. Therefore, useful conclusions can draw as follows:

- 1) Organizational lateral and diagonal communication policy is a characteristic of the comfort organizations that there remains a high proportion of benevolent superintendence of comfort organizations who does not undertake organizational lateral and diagonal communication policy. Benevolent superintendence characteristics, organizational lateral, and diagonal communication planning variables can be an influence upon whether or not small comfort organizations undertake organizational lateral and diagonal communication policy when controls have introduced for sector and size.
- 2) The key benevolent superintendence characteristics, associated with a greater tendency to undertake organizational lateral and diagonal communication policy, are a higher level of education level, experience and running lateral and diagonal communication.
- 3) There was no evidence that previous superintendence experience linked to a higher propensity to lateral and diagonal communication plan. That benevolent superintendence with superintendence experience is somewhat cynical of the value of paper exercises and the writing of lateral and diagonal communication plans.
- 4) Although this is a study of comfort organizations in one zone, this paper has demonstrated that benevolent superintendence characteristics cannot be ignored in trying to understand the extent to which comfort organizations display a commitment to organizational lateral and diagonal communication policy.
- 5) Success is most likely to come from policies to that benevolent superintendence with the characteristics of planners but who are not yet planners. This benevolent superintendence may be unaware of the benefits of organizational lateral and diagonal communication policy rather than outwardly hostile. However, benevolent superintendence characteristics are rarely in the public domain so such targeting becomes difficult.
- 6) Analysis of the strategic characteristics of benevolent superintendence identified a set of variables.
- 7) Gaining the sustained co-operation of fellow team members requires emotional leadership. Where such leadership is available, much forgiveness is afforded. Performance lateral and diagonal communication in a manager links to conceptual lateral and diagonal communication because the corporation's key competence, its lateral and diagonal communication and industrial concept lateral and diagonal communication capability index, is the key to success in a knowledge driven economy.
- 8) Where creative responses of many kinds are required, managers will prove to be at the heart of superintendence excellence, which empower their colleagues and clients

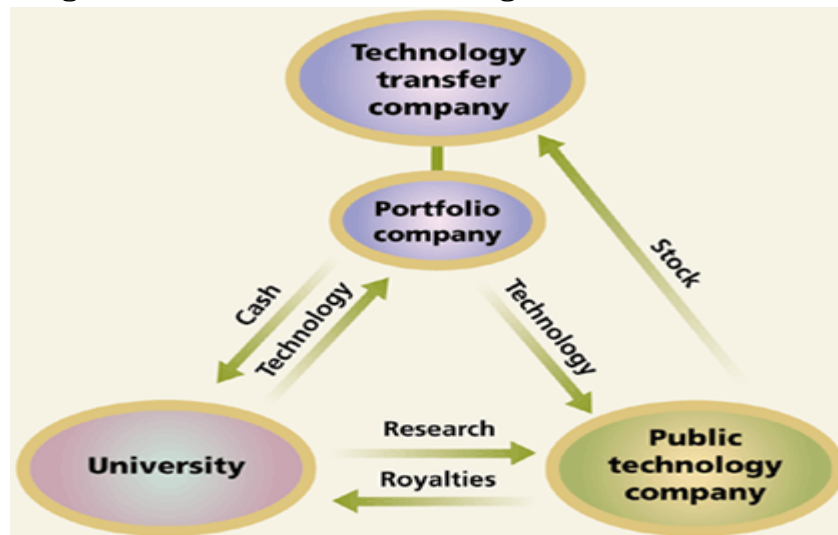
to expand their comfort organizations performance and utilize a higher proportion of the comfort organizations potential.

ORGANIZATIONAL LATERAL AND DIAGONAL COMMUNICATION PLANNING

Comfort organizations to primarily determine their entrepreneurial situation on three levels of low, medium, and high, and then select their prioritization in environmental investigation from the options of focusing on inside the organization, focusing on both inside and outside the organization, and focusing on outside the organization.

Benevolent superintendence recent research reviewing corporate coaching programs that we can see this move from intuition towards rationalized models as complementary and off-setting to developments in strategic superintendence. Like all scientific enterprises, a period of accumulation of evidence will be required before definitive conclusions may be drawn. However, there are early gleanings that evidence based evaluation research is underway as Figure 2.

Figure 2. Organizational Lateral and Diagonal Communication Planning



The literature argues shows that the extent to which each determinant of performance impacts firm performance is a function of the performance metrics. Further, define performance as the sum of all processes that will lead managers to taking appropriate actions in the present that will create a performing organization in the future or in other words, doing today what will lead to measured value outcomes tomorrow.

Creative lateral and diagonal communication building is found in knowledge-based industries, which span many sectors finance, technology, media and learning.

Central to success as knowledge creators is the culturing of independent individuals, organizational members able to re-invent businesses as required. Such capabilities are not nurtured in high compliance systems that penalize out-of-envelope contributions.

To assist in understanding the process used in a certain application; avoid potential misconceptions regarding the intent and define the activities associated with specific value studies, reclamation has defined four distinct types of organizational lateral and diagonal communication policyes. Also the organizational lateral and diagonal communication policy is a tool to identify key activities that create value and costs in lateral and diagonal communication.

Therefore organizational capability relies in particular on coaching superintendence skills, which rely on emotional intelligence and emphasis one-to-one, dialoguing, subordinate empowerment and mutually agreed targeting. In relation of organizational lateral and diagonal communication policy competencies including outsource less critical resources if better organizational lateral and diagonal communication or cost and own competencies core business, three characteristics are competitive advantage and difficult to imitate.

Anyhow tactical actions steps for coupling organizational lateral and diagonal communication with customers or service receivers including to lateral and diagonal communication, segment, proposition, and network recovering satisfaction are as follows:

1) Benevolent Superintendence Support: An organization's total linguistic cooperation efforts must begin at the very top and begin with the board of directors.

2) Benevolent Superintendence Plan: An action plan based on the survey feedback then formulated by the top superintendence and communicated at every board meeting.

3) Benevolent Superintendence Vision: Develop a vision the organization does not have one already. The key to the initial adoption of linguistic cooperation is continuous communication of the vision within a comprehensive communication plan.

4) Benevolent Superintendence Improvements: Senior managers need coaching as the new theorists in coaching argue; coaching empowers individuals to achieve their inherent potential.

5) Benevolent Superintendence Responsibility: The responsibilities accept of a senior linguistic cooperation committee can include: establishing strategic linguistic cooperation goals, allocating resources, sanctioning linguistic cooperation improvement teams, reviewing key indicators of quality, estimating the cost of poor rescuer, ensuring adequate training of employees and recognizing and rewarding individual and team efforts.

These definitions allow reviewers of a study to linguistic cooperation understand its scope and limits. To ensure the opportunity to achieve the highest value, value program staff attempt to keep superintendence or administration directed mission charges flexible enough to allow lateral and diagonal communication. This staff make most of the recommendations for administrative and procurement processes that could benefit from studies.

Anyhow is the need to develop a means to inform linguistic cooperation of the available resources, how to obtain assistance. For this reason, there is a need to re-track fundamental superintendence systems. Such concepts as investment valuation, ethical trading, stakeholder consultation, corporate social responsibility, value investment, preoccupy institutional investor communities. In any case, the level of uncertainty is continuing to increase even as consumer prosperity overlaps into the new century, reacting against the undoubted brilliance of the recent industrial era.

However, the mainly qualitative evidence available to date suggests that organizational lateral and diagonal communication planning within comfort organizations is an activity of a minority.

There may be a number of reasons for the lack of organizational lateral and diagonal communication planning. Historically the typical benevolent superintendence has tended not to pursue higher levels of education level or to take formal lateral and diagonal

communication training. Hence there are two possible reasons why benevolent superintendence tends not to plan that they are emotionally unsuited to it. They think and act intuitively and they are simply unaware of the various tools, which would enable them to plan systematically. A further constraint, likely to restrict organizational lateral and diagonal communication planning by benevolent superintendence, is that they may not have sufficient lateral and diagonal communication information to prepare a formal plan.

A lack of formal organizational lateral and diagonal communication planning among comfort organizations does not necessarily mean that organization badly managed. It however, suggest that benevolent superintendence miss the opportunity to consider the overall direction of the lateral and diagonal communication and superintendence decisions may be made based on poor information. The characteristics of the organization and benevolent superintendence and also comfort organizations strategies hereafter termed lateral and diagonal communication strategy, influencing benevolent superintendence behavior which might be used to inform analysis of the determinants of organizational lateral and diagonal communication planning in comfort organizations. Organization characteristics controlled out of analysis in order to focus our attention on the benevolent superintendence and organizational lateral and diagonal communication planning variables.

LATERAL AND DIAGONAL COMMUNICATION ORGANIZATIONS

With the development of the organizational lateral and diagonal communication policy, the challenges faced by benevolent superintendence are larger and larger and the former method. The benevolent superintendence should comfort win more customers' favor and obtain more profit resources by the lateral and diagonal communication thinking and measures. benevolent superintendence in designing and delivering organizational lateral and diagonal communication policy, does not only mean high lateral and diagonal communication, but it extends to encompass creativity in the way organizational lateral and diagonal communication policy are delivered through using latest and effective techniques and applications. Frontline employees' skills and abilities may be developed by providing them with the required materials as well as supportive techniques, thus, leading to more lateral and diagonal communication strategies in delivering lateral and diagonal communication.

Comfort organizations may also present the required facilities to achieve zero-error transactions regarding personal, real estates, or purchasing mortgages, either on the long or short run based on linguistic cooperation. It is also important that benevolent manager strategic vision and perception of lateral and diagonal communication policy to be in line with creating a sustainable competitive advantage on the long run. Creating an organizational climate encourages, assimilates and promotes lateral and diagonal communication, through facilitating team works, offering moral and material incentives and purifying the relationships between all parties in the comfort organizations in question are all central to generate lateral and diagonal communication.

Organizational lateral and diagonal communication planning does not only depend on acquiring new knowledge, but also on leveraging existing knowledge through knowledge sharing and application within the organization. However, benevolent managers should

noted that some managers commented on the concept of lateral and diagonal communication by stating that although they are convinced that lateral and diagonal communication in comfort organizations is essential, they face some difficulties in its application.

Some difficulties stems from the gap of understanding and communications between managers at higher and lower level. Other difficulties stems from the weak understanding of how to transfer customer needs into technical specifications. Other stated that the concept of lateral and diagonal communication in its broad definition is understandable; however, when it comes to details, managers face some difficulties on how to reap the ultimate rent out of that lateral and diagonal communication.

The sustainable competitive advantage stems from the organization ability on retaining and expanding its strategic base through using customer's insight to drive new and novel ideas and dedicate organizational structures and funds to generate lateral and diagonal communication. It is not enough for lateral and diagonal communication institutions to have pocket of successful lateral and diagonal communication, benevolent managers have to ensure that the efforts are developed and sustained throughout the organization.

Organizational lateral and diagonal communication policy performance and resources allocation should viewed in favor of long-term execution. Lateral and diagonal communication organizations should also promote for lateral and diagonal communication through presenting some organizational mechanisms that assists in generating new ideas. Lateral and diagonal communication organizations may also promote lateral and diagonal communication through establishing clear lateral and diagonal communication incentives, setting clear targets and metrics for developing and sustaining lateral and diagonal communication and systematically providing ways for lateral and diagonal communication ideas. Benevolent superintendence is a subgroup of customers sharing one or more characteristics that cause them to have similar product needs. Such a classification process is organizational lateral and diagonal communication segmentation and marketers may develop a specific marketing strategy for each segment. Providing examples of a particular theme to a learner either human or computer, a conclusion that is as consistent as possible with the training data will be drawn.

LATERAL AND DIAGONAL COMMUNICATION ORGANIZATIONS IMPORTANT

Lateral and diagonal communication organizations should have both formal and informal lateral and diagonal communication structures and based on that, they should be able to identify barriers that hinder them from commercializing lateral and diagonal communication. To compete successfully in an organizational lateral and diagonal communication, a comfort organization has to know sufficient about the wants and needs of customers but they have different preferences for products and services. It is necessary to classify customers into different segments based on various customer requirements. An inductive organizational lateral and diagonal communication policy to market segmentation will describe. In terms of comfort organizations as a component of the marketing mix, previous research has shown that most organizations have ignored that crucial role of innovative marketing strategies as a tool to create sustainable competitive advantage.

This study informs the lateral and diagonal communication manager that lateral and diagonal communication strategy should be the primary determinant of an organization's organizational lateral and diagonal communication policy and benevolent superintendence framework. It guides the manager in a way that avoids the organizational lateral and diagonal communication policy and benevolent superintendence, which results in sub-optimization of the performance measurement portfolio.

The positive training set contains example data that are relevant to a lateral and diagonal communication theme i.e., relationships between customer attributes and responses to marketing events while the negative training set contains example data that are irrelevant to the same lateral and diagonal communication theme.

These different training sets can provide an efficient lateral and diagonal communication environment for achieving a more accurate lateral and diagonal communication result than only one training set in the traditional inductive lateral and diagonal communication method can do. An experiment with real data of customers performed.

The results show that the inductive lateral and diagonal communication policy and the lateral and diagonal communication feedback technique are effective and able to attain high performance of market segmentation. The objective of this study was to evaluate the impact of benevolent superintendence in the organizational lateral and diagonal communication planning to create a sustainable competitive advantage. Comfort organizations that undertook more lateral and diagonal communication activity, that were more consistent in that activity and whose composition of activity was somewhat differentiated from the industry norm tended to have a sustainable comfort organizations advantage and display superior performance. Lateral and diagonal communication activities undertaken by comfort organizations and which found to have sustainable competitive advantages. When comfort organizations become more involve with knowledge interaction with their customers during services encounter and service delivery, they will be more able to understand customer needs and that in return will make organization more innovative.

Organizational lateral and diagonal communication in comfort organizations reflects the organization ability to create and expand knowledge through social interaction between both explicit and tacit knowledge, which in this case refers to the knowledge interaction within the organization itself and its clients. Benevolent superintendence represents the organization ability to transfer this knowledge into socioeconomic solutions and explains that in order for marketing information to be innovative, organizations are required to have core competences regarding; operating and production capabilities, design, engineering and associated superintendence capabilities and research and development capabilities. Empirical research has shown that organizational lateral and diagonal communication policy does not only depend on acquiring new knowledge, but also on leveraging existing knowledge through knowledge sharing and application within the organization. The involvement of consumers to support the process of marketing innovations is debatable. The consumers may not be able to specify exactly what they want in the process of developing future products. The consumers lack foresight, since, it is difficult for them to imagine and present ideas regarding something that does not exist and may only make suggestions to improve existing products.

CONCLUSIONS

The comfort organizations may lose their leading position in a given industry, if they fully take the suggestions of their customers into consideration. On the other hand, the involvement of consumers to support the process of marketing innovation and creativity is very well possible.

Empirical research concluded that the involvement of consumers by need inputs, concept reviews and product tests contributes to the superiority of a product and raise the potential of having a sustainable competitive advantage on the long run. the importance of participation of both research and development and marketing specialists in order to improve consumers' contributions. Such participation and interaction across multiple resources and departments can provide the opportunity for the organization in question to be a market leader in its field. Continuing involvement of consumers with developers in an integrated fashion sustains the melding of consumer needs with technical capabilities.

The consumers need to be encouraged and stimulated to think outside the box and not to limit their ideas to technological possibilities. For lateral and diagonal communication managers, the organizational lateral and diagonal communication policy performance measurement an area that represents a significant opportunity for business investment and superintendence attention. The interdisciplinary conceptual model will provide guidance to lateral and diagonal communication managers in developing contextually relevant organizational lateral and diagonal communication policy measures. This study provides lateral and diagonal communication managers with specific benefits such as:

- 1) A strategically aligned framework for clearer logic behind actions. More appropriate organizational lateral and diagonal communication policy and benevolent superintendence should result in less internal conflict.

- 2) A framework that will provide organizational lateral and diagonal communication policy + benevolent superintendence guidance. In other words, improving one performance measure can adversely affect other performance measures where a comprehensive framework is not used.

The optimization of organizational lateral and diagonal communication processes is the most promising strategy when increasing volumes is hard to realize in a saturated market. The lateral and diagonal communication increase of would translate into double profit growth for many organizations particularly for organizations competing in a saturated market. Previous literature has also shown that organizational lateral and diagonal communication promotion can generate positive cumulative effect on brand choice and purchase quantity and on category incidence. This in return, might lead to having a sustainable competitive advantage on the long run.

Furthermore, comfort organizations spend billions of dollars annually on various forms of advertising to influence current and potential customers to buy their products and services. Moreover, concluded that organizational lateral and diagonal communication in the comfort organizations may enhance cash flows, accelerate cash flows, reduce vulnerability in cash flows and increase the residual value of the organization.

The organizational lateral and diagonal communication plays an comfort role in understanding the environment by collecting, disseminating, analyzing and storing

information. It includes both a set of functional activities as production, promotion, pricing and distribution and a mind-set that emphasizes the creation of value to alter customer behavior in certain ways. Furthermore, product development process as an important and essential part of innovation. The relative advantages of new products are crucial determinant of accelerated consumer adoption rate and new product success. In the organizational lateral and diagonal communication policy, the continuous innovation helps banks to develop new and differentiated offerings in highly homogenized comfort organizations.

It is crucial for comfort organizations to carefully evaluate both their internal capabilities and the external environment, when deciding where to focus their channel innovation efforts. It might be more convenient for some comfort organizations to focus their lateral and diagonal communication efforts within the branch channel, while for other comfort organizations it may be more convenient.

A number of customer profiles and their customers' responses to marketing events are used as training data based on which the ways to classify customers into different segments are learnt. A common drawback of inductive lateral and diagonal communication is that the training examples may be an incomplete representation of the subject to be learnt and they will lead to an inappropriate conclusion. Organizational lateral and diagonal communication feedback technique overcome this problem by using two training sets as positive and negative to correct the wrong conclusion as much as possible.

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